

REMARKS

Claims 28-52 are pending. Claims 1-27 have been cancelled and claims 28-52 have been added.

Objections to the Drawings

The drawings stand objected to because they contain numerals which designate different objects. Applicant has amended figure 1 to remove the duplicate labels and respectfully requests reconsideration of the amended drawings.

Claim Rejections Under 35 U.S.C. 102

Claims 1-13 and 20-27 were rejected under 35 U.S.C. 102(e) as being anticipated by U.S. Patent Application No. 2003-0110503 to Perkes. Applicant has cancelled claims 1-27 independently of these grounds of rejection, and added new claims 28-52. Applicant respectfully requests that the remarks below be considered regarding the applicability of Perkes to the added claims.

Perkes describes a system for presenting media on demand to a user of a media delivery system. Perkes teaches the use of media objects to represent underlying media files which contain information about the type of media (such as movies, audio, or pictures) and metadata about the media. In some situations, it is useful to combine one type of media with another, and Perkes teaches the use of rules to indicate how media can be combined. For example, audio from a compact disc often has an associated image of an album cover, and the rules described by Perkes might be used to associate the audio media and the picture media.

In contrast, Applicant's technology is directed to improving search results delivered by a search engine by storing more information about the context of a particular piece of content. For example, Applicant's technology allows the creation of a rule that specifies that any content from the address <http://www.cnn.com> should be classified as news, since

CNN is a site containing primarily news. Applicant's technology also allows the creation of rules utilizing the layout of a site to determine context about content found at the site. For example, a rule could specify that any content under the video folder (i.e. <http://www.cnn.com/video>) is a type of video content. As another example, Applicant's technology allows the creation of a rule that specifies that a file name such as "bradpitt_todayshow.mpg" should be interpreted as a video about the actor Brad Pitt appearing on the Today Show.

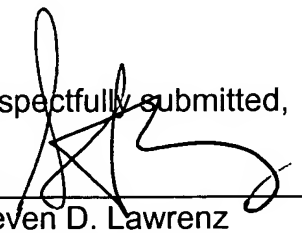
Applicant's reference to rules should not be confused with the rules in Perkes related to combining media objects. Rather, the rules described by Applicant's technology gather additional context about content by applying metadata associated with previously discovered content to newly discovered content. Claims 28 and 40 recite "defining a category," "specifying metadata...that applies to each media entity in the category," and "attributing the specified metadata to the second media entity." Claim 52 recites a data structure "such that the contents of the data structure may be used to associate the metadata with identified media entities belonging to the category." Therefore, each of Applicant's claims contains limitations not taught by Perkes. Accordingly, Applicant respectfully requests that this rejection be withdrawn.

In view of the above amendment, Applicant believes the pending application is in condition for allowance and respectfully requests a prompt notice of the same.

Applicant believes no fee is due with this response. However, if a fee is due, please charge our Deposit Account No. 50-0665, under Order No. 283108004US from which the undersigned is authorized to draw.

Dated: July 8, 2005

Respectfully submitted,

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Attachments

AMENDMENTS TO THE DRAWINGS

The attached sheet(s) of drawings includes changes to Fig. 1 .

Attachment: Replacement sheet